ORDER

103292 **Orders** Order / Rev: Alt Order #: 06825819 Product Desc: NRCC IE 2012 Estimate: 2599 Flight Dates: 09/14/12 - 09/20/12 Primary AE: Amy McCreary Original Date / Rev: 06/21/12 / 07/03/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: National Media, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Ln. Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser National Republican Congressional C Name: Demographic: A35+ New Business Thru:

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/20/12	61	\$68,525.00	\$58,246.25

PLI₂

Totals

Order Separation:

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	61	\$68,525.00	\$58,246.25	0.00
Totals	61	\$68,525,00	\$58,246,25	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	37%	\$68,525.00
Market	100%	\$185,202.70

Product Codes:

Revenue Codes:

Priority:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$40,744.59
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$27,780.41
KTUD	0%	\$0.00
KVVU	22%	\$40,744.59
KVWB	0%	\$0,00
LV1	0%	\$0 .00
UNKWN	4%	\$7,408.11

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
7	Ξ 1	KSNV	09/14/12	09/14/12	M-F 5-6a WakeU	MgsWw	5-6a	-	F	:30	1	\$400.001	0.00 NM	1	\$400.00
					M-F 5-6a WakeU	p w/Wagners									
	١	WAKE V	V/WAGNF	₹ S1											
		<u>Stai</u>	t Date E	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Ratin</u>	g .						
	We	eek: 09/	10/12 (09/16/12	F	1	\$400.00	0.0	0						

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09/14/12 - 09/20/12

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2599

Len Spots Ln Ch Start End Inventory Code Break Start/End Time Days Rate Pri Rtg Type Spots Amount KSNV 09/14/12 09/14/12 M-F 5-6a WakeUp w/WaQM 5-6a :30 \$400.001 0.00 NM \$400.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 ----F--\$400.00 0.00 KSNV 09/17/12 09/17/12 M-F 5-6a WakeUp w/WaQM 5-6a M----:30 \$400.001 0.00 NM \$400.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 M-----\$400.00 0.00 M-F 5-6a WakeUp w/WaQM KSNV 09/18/12 09/18/12 5-6a -T----:30 \$400.001 0.00 NM 1 1 \$400.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 09/17/12 09/23/12 \$400.00 0.00 KSNV 09/19/12 09/19/12 M-F 5-6a WakeUp w/WaQM 5-6a --W---:30 \$400.001 0.00 NM 1 \$400.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 --W----\$400.00 0.00 KSNV 09/20/12 09/20/12 M-F 5-6a WakeUp w/WagM 5-6a ---T---:30 \$400.001 0.00 NM \$400.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 Start Date End Date Weekdays Spots/Week Rate Rating ---T---Week: 09/17/12 09/23/12 \$400.00 0.00 E 6 KSNV 09/14/12 09/14/12 M-F 6-7a WakeUp w/WaQM 6-7a ----F--:30 \$725.001 0.00 NM 1 \$725.00 M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 Spots/Week Start Date **End Date** <u>Weekdays</u> Rate Rating Week: 09/10/12 09/16/12 ---F--\$725,00 0.00 KSNV 09/17/12 09/17/12 M-F 6-7a WakeUp w/Wa@M :30 \$725.001 M----0.00 NM 1 \$725.00 M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 Start Date End Date Weekdays Spots/Week Rate Rating 09/23/12 Week: 09/17/12 \$725,00 0.00 KSNV 09/18/12 09/18/12 M-F 6-7a WakeUp w/WaQM 6-7a -T----:30 \$725.001 0.00 NM 1 \$725.00 M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating 09/23/12 -T----Week: 09/17/12 \$725,00 0.00 KSNV 09/19/12 09/19/12 M-F 6-7a WakeUp w/WaQM 6-7a --W----:30 \$725.001 0.00 NM 1 \$725.00 1 M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 Start Date End Date **Weekdays** Spots/Week Rating Rate Week: 09/17/12 09/23/12 0.00 \$725.00 M-F 6-7a WakeUp w/Wa@M E 10 KSNV 09/20/12 09/20/12 6-7a :30 \$725.001 0.00 NM \$725.00 M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 --T--\$725.00 0.00 E 11 KSNV 09/14/12 09/14/12 Today Show CM ----F--:30 658a-9am \$900.001 0.00 NM 2 \$1,800.00 **Today Show TODAY SHW** Start Date End Date <u>Weekdays</u> Spots/Week Rating <u>Rate</u> 09/16/12 ----F--Week: 09/10/12 2 \$900,00 0.00 E 12 KSNV 09/17/12 09/17/12 Today Show CM 658a-9am :30 \$900.001 0.00 NM 2 \$1.800.00 Today Show **TODAY SHW** Spots/Week Rating Start Date End Date Weekdays Rate \$900.00 Week: 09/17/12 09/23/12 0.00E13 KSNV 09/18/12 09/18/12 CM 658a-9am 2 0.00 NM :30 \$900,001 2 \$1,800.00

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Estimate:

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Start Ch Ln End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount Today Show **Today Show TODAY SHW** Start Date End Date Spots/Week Weekdavs Rating Rate Week: 09/17/12 09/23/12 -T----\$900.00 0.00 E 14 KSNV 09/19/12 09/19/12 Today Show 0.00 NM CM 658a-9am --W----:30 2 \$900.001 2 \$1,800,00 Today Show **TODAY SHW** Start Date Spots/Week End Date Weekdays Rate Rating 09/23/12 -w---Week: 09/17/12 \$900.00 0.00 E 15 KSNV 09/20/12 09/20/12 Today Show CM 658a-9am ---T---:30 2 \$900.001 0.00 NM 2 \$1,800.00 Today Show **TODAY SHW** Start Date **End Date** Weekdays Spots/Week Rating <u>Rate</u> Week: 09/17/12 09/23/12 ---T--\$900.00 0.00 E16 KSNV 09/15/12 09/15/12 Saturday Today CM 7a-9am ----s-:30 \$625.001 0.00 NM \$625,00 Saturday Today SATURDAY TODAY Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 09/10/12 09/16/12 ----5-\$625.00 0.00 E 17 KSNV 09/16/12 09/16/12 Sunday Today CM 7a-8am -----5 :30 \$500.002 0.00 NM \$500.00 Sunday Today SUN TODAY-NBC Start Date **End Date Weekdays** Spots/Week Rate Rating 09/16/12 Week: 09/10/12 ----5 \$500.00 0.00 E18 KSNV 09/16/12 09/16/12 Chris Matthews 9:30AM SM 9:30a-10a ----S :30 \$500.001 0.00 NM \$500.00 Chris Matthews SUN 9:30am CHRIS MATTHEWS Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 09/10/12 09/16/12 \$500.00 0.00 E 19 KSNV 09/14/12 09/14/12 News 3 at 430pm CM 430-5pm ---F--:30 \$725.001 0.00 NM \$725.00 1 News 3 at 4:30PM NEWS 3 Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 ---F--\$725.00 0.00 E 20 KSNV 09/18/12 09/18/12 430-5pm News 3 at 430pm CM \$725.001 -T----:30 0.00 NM \$725.00 1 News 3 at 4:30PM NEWS 3 Start Date **End Date** Weekdays Spots/Week Rate Rating 09/23/12 Week: 09/17/12 \$725.00 0.00 E 21 KSNV 09/20/12 09/20/12 News 3 at 430pm CM 430-5pm ---T---:30 \$725.001 0.00 NM \$725,00 News 3 at 4:30PM NEWS 3 Weekdays Spots/Week Start Date **End Date** Rating Rate Week: 09/17/12 09/23/12 \$725.00 0.00 E22 KSNV 09/14/12 09/14/12 CM M-F Early News 5-630p ----F--:30 2 \$1,200.001 0.00 NM 2 \$2,400.00 M-F Early News NEWS 3 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 ----F--\$1,200.00 0.00 E23 KSNV 09/17/12 09/17/12 M-F Early News 5-630p CM M-:30 2 \$1,200.001 0.00 NM 2 \$2,400.00 M-F Early News NEWS 3 Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 09/17/12 09/23/12 2 \$1,200.00 0.00 E 24 KSNV 09/18/12 09/18/12 M-F Early News CM 5-630p :30 2 \$1,200,001 0.00 NM 2 \$2,400.00 M-F Early News NEWS 3 Spots/Week Start Date **End Date** Weekdays Rate Rating -T----Week: 09/17/12 09/23/12 2 \$1,200.00 0.00 E 25 KSNV 09/19/12 09/19/12 CM 5-630p --W----:30 0.00 NM 2 \$1,200.001 2 \$2,400.00

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Start Date

WHEEL-FORTNE Start Date

E 36 KSNV 09/20/12 09/20/12

E 37 KSNV 09/19/12 09/19/12

Week: 09/17/12

Week: 09/17/12

End Date

09/23/12

End Date

09/23/12

<u>Weekdays</u>

-W----

Weekdays

---T---

M-F Wheel of Fortune

M-F Wheel

Spots/Week

CM

Spots/Week

CM

1

Rate

Rate

\$1,300.00

7-730pm

\$1,300.00

9-10pm

Rating

Rating

0.00

--W---

0.00

:30

:30

1 \$1,300,001

1 \$3,000.001

0.00 NM

0.00 NM

\$1,300.00

\$3,000.00

09/14/12 - 09/20/12

Estimate:

NRCC IE 2012

2599

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount M-F Early News M-F Early News NEWS 3 Start Date **End Date** Spots/Week Weekdays Rating Rate Week: 09/17/12 09/23/12 --W----\$1,200.00 0.00 M-F Early News E 26 KSNV 09/20/12 09/20/12 CM 5-630p ---T---:30 2 \$1,200,001 0.00 NM 2 \$2,400.00 M-F Early News NEWS 3 Start Date Spots/Week End Date **Weekdays** Rate Rating Week: 09/17/12 09/23/12 ---T---\$1,200.00 0.00 E 27 KSNV 09/14/12 09/14/12 M-F Jeopardy CM 630-7pm :30 ----F--1 \$1,300.001 0.00 NM \$1,300.00 M-F Jeopardy **JEOPARDY** Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 09/10/12 09/16/12 ----F--1 \$1,300.00 0.00 E 28 KSNV 09/17/12 09/17/12 M-F Jeopardy CM 630-7pm M----:30 1 \$1.300.001 0.00 NM \$1,300.00 M-F Jeopardy **JEOPARDY** Start Date End Date Spots/Week Weekdays Rate Rating Week: 09/17/12 09/23/12 M----1 \$1,300.00 0.00 E 29 KSNV 09/18/12 09/18/12 M-F Jeopardy CM 630-7pm -T----:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Jeopardy **JEOPARDY** Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 09/17/12 09/23/12 -T----1 \$1,300.00 0.00 E30 KSNV 09/19/12 09/19/12 M-F Jeopardy CM 630-7pm ------:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Jeopardy **JEOPARDY** Start Date End Date Weekdays Spots/Week Rate Rating 09/23/12 Week: 09/17/12 --W----\$1,300.00 0.00 E 31 KSNV 09/20/12 09/20/12 M-F Jeopardy СM 630-7pm :30 1 \$1,300,001 0.00 NM \$1,300.00 M-F Jeopardy **JEOPARDY** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 ---T---\$1,300.00 0.00 E 32 KSNV 09/14/12 09/14/12 M-F Wheel CM 7-730pm :30 ---F--1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL-FORTNE Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 --F--\$1,300.00 0.00E 33 KSNV 09/17/12 09/17/12 M-F Wheel CM 7-730pm M-----:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL-FORTNE Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/17/12 09/23/12 \$1,300.00 0.00 E 34 KSNV 09/18/12 09/18/12 CM M-F Wheel 7-730pm -T----:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL-FORTNE Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 -T----\$1,300.00 0.00 E 35 KSNV 09/19/12 09/19/12 M-F Wheel CM 7-730pm --14/----:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL-FORTNE

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Ln Ch	Start	End	Inventory Code Wed PR 9-10p	Break	Start/End Tir	ne Days	Len Spots	Rate Pri	Rtg Type S	pots	Amount
			Wednesday Prim	e 9-10pm							
	Y'S LAW					<u> </u>					
<u>St</u> : Week: 09	art Date	End Date 09/23/12	<u>Weekdays</u> W	Spots/Week 1		Rating			1		
E 38 KSNV			Fri PR 8-9p	CM	\$3,000.00 8-9pm	0.00	:30 1	\$1,700.001	0.00 NM	1	¢4 700 00
LOO HOHV	00/1-1/	12 00/14/12	Friday Prime 8-9		о-эрш		.50 1	φ1,700.001	U.UU INIM	1	\$1,700.00
WHO A	ARE YOU	1?									
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 09		09/16/12	F		\$1,700.00	0.00	.00 4	44 000 004	0.00.104		1 4 000 000
E39 KSNV	09/15/1	12 09/15/12	Sat PR 10-11p Saturday Prime 1	CM 10-11pm	10-11pm	S-	:30 1	\$1,200.001	0.00 NM	1	\$1,200.00
L&O S	VU-SA-N	BC	outurady i mile i	io i ipili							
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 09		09/16/12	S-		\$1,200.00	0.00					
E40 KSNV	09/16/1	12 09/16/12	NFL Football	CM	1P-9PM	S	:30 1	\$9,000.002	0.00 NM	1	\$9,000.00
NBC S	UN-FTBL	-	NFL Football								
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09	/10/12	09/16/12	S .	1	\$9,000.00	0.00					
E 41 KSNV	09/16/	12 09/16/12	News 3 Live in Pr	ime CM	7-10pm	<u>'</u> S	:30 1	\$1,600.002	0.00 NM	1	\$1,600.00
NWS3	LVE-PRI	ME	News 3 in Prime								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09		09/16/12	S	1	\$1,600.00	0.00					
E 42 KSNV	09/14/	12 09/14/12	M-F News 3 at El M-F News 3 at E		11pm-1135pm	ıF	:30 1	\$1,200.001	0.00 NM	1	\$1,200.00
NEWS	3 AT 11		IVI-F News 3 at E	ieveii							
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09		09/16/12	F	W**	\$1,200.00	0.00					
E 43 KSNV	09/17/	12 09/17/12	M-F News 3 at EI M-F News 3 at E		11pm- 1 135pm	1 M	:30 1	\$1,200.001	0.00 NM	1	\$1,200.00
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	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
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	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			ı		
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E45 KSNV	09/15/	12 09/15/12	· Sa-Su News 3 at		11pm-1135pn	1S-	:30 1	\$1,100.001	0.00 NM	1	\$1,100.00
WKD2	NWS-AT	T 11	Sa-Su News 3 at	. ∟ieven							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09)/10/12	09/16/12	s-	1	\$1,100.00	0.00					
E46 KSNV	09/14/	12 0 9/14/12	The Tonight Show	v CM	1135p-1237a	F	:30 1	\$500.001	0.00 NM	1	\$500.00
TONIT	E SHW		Tonight Show								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09		09/16/12	F	1	\$500.00	0.00					
			The Tonight Show	w CM	1135p-1237a	M	:30	1 \$500.001	0.00 NM	1	\$500.00
	01 "11		Tonight Show								
	E SHW	End Data	Mookdaya	Cnote Miles	Data	Doting					
<u>St</u> Week: 09	art Date 9/17/12	End Date 09/23/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00			1		
· · · · · · · · · · · · · · · · · · ·		12 09/18/12		w CM	1135p-1237a	-T	:30	1 \$500.001	0.00 NM	1	\$500.0
			Tonight Show			•			2.00 / 11/11	'	Ψ000.01
	E SHW										
<u>St</u> Week: 09	art Date	End Date 09/23/12	<u>Weekdays</u> -T	Spots/Week		Rating					
		12 09/19/12	·	CM	\$500.00 1135p-1237a	0.00 W	:30	1 \$500.001	O OO NIBA	4	ቀደለስ ላ
□ 49 V9IV	ומו ומט	וושוושט בו		CIVI	1199h-14978	W	,3U '	1 00.00 0	0.00 NM	1	\$500.00

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Estimate:

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NRCC IE 2012

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount The Tonight Show Tonight Show TONITE SHW Start Date **End Date** Weekdays Spots/Week Rate Rating --W----09/23/12 Week: 09/17/12 \$500.00 0.00 E 50 KSNV 09/20/12 09/20/12 The Tonight Show CM \$500.001 1135p-1237a :30 MM 00.0 \$500.00 **Tonight Show TONITE SHW** Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week: 09/17/12 09/23/12 ---T---\$500.00 0.00 E 51 KSNV 09/15/12 09/15/12 CM Saturday Night Live 1130pm-1:02am ----S-:30 1 \$1,400.001 0.00 NM \$1,400.00 Saturday Night Live SAT NITE LIVE Start Date End Date Weekdays Spots/Week Rate Rating 09/16/12 ----S-Week: 09/10/12 \$1,400.00 0.00